



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## **United Arab Emirates**

### **Promotion Opportunities**

### **January 2000 Promotion Opportunities Report**

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#### **Report Highlights:**

**In 2000, ATO Dubai looks to build upon 1998's spectacular growth in U.S. agricultural product exports of 50% to five GCC countries it covers, and the projected 10% increase in exports in 1999. Among new efforts to raise awareness of U.S. products among consumers and importers are a restaurant guide and a catalog/sample show.**

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Includes PSD changes: No

Includes Trade Matrix: No

Trade Report

Dubai [TC1], TC

## Executive Summary

**The promotional activities listed below are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.**

### Section I. Trade Shows

- Middle East Baking & Confectionary Technology Exhibition, April 25-25, 2000 - Dubai World Trade Center.
- Gulf Food, February 25-28, 2001. Gulf Food is the Middle East's premier food trade event and ATO Dubai organizes a U.S. Pavilion which in the 1999 show was comprised of 50 U.S. companies.

- PLEASE NOTE: MEFEX 2000 which was scheduled for Manama, Bahrain in February 26-29, 2000 has been canceled by the show organizers.

Section II. Retail In-store Promotions - The following promotions will feature U.S. consumer ready food products.

Dates (2000)	City	Chain	# Of Stores	Comments
May	Kuwait	The Sultan Center	7	Get in on the action with Kuwait's largest private food retail operation.

### Section III. Hotel, Restaurant, Institutional (HRI) Food Service Promotions

1. An Hawaiian Food and Music Festival is planned for November 2000 with the Dubai SAS/Radisson Hotel. Details are forthcoming.

### Section IV. Other Promotional Activities

1. Multilateral Food Safety Symposium, Dubai InterContinental Hotel, March 28-29, 2000. The office of the Danish and Dutch Agriculture Counselors based in Riyadh, Saudi Arabia and the U.S. ATO in Dubai are organizing a food safety symposium the target audience of which is GCC decision makers. The main goal of the symposium is move GCC food safety policy decision making more in step with prevailing international trends.

2. The ATO and FCS (U.S. Dept. Of Commerce) office at the U.S. Consulate in Dubai are organizing a Catalog and Product Tasting Show on April 2-3, 2000 at the Dubai Hilton Hotel. For just a \$100 product introduction fee, your company's literature and samples will be on display to hundreds of local importers and distributors. All you need to do is send your company's product literature and price lists and product samples (if you choose) to the mailing address listed at the end of this report.

3. Great American Wine Tasting - U.S. wines will be sampled at the 2nd Annual American Wine Tasting to be held in Dubai the evening of April 11, 2000. In addition, a U.S. wine tasting is presently planned for March, 2000 in Muscat, Oman.

#### B. Key Market Information

1. Through the first ten months of 1999, U.S. exports of food and agricultural products to the Gulf Cooperation Council (GCC) countries covered by ATO-Dubai, the GCC-5<sup>1</sup>, were almost 10% above 1998 values. For 1998 as a whole, U.S. food and agricultural product sales reached a record level of \$300 million, up 50 percent from 1997. Countries in the GCC import a greater percentage of U.S.-produced consumer-oriented food products than bulk or intermediate agricultural goods. This is a marketplace highly dependent on food imports, and U.S. products enjoy a strong reputation. In addition to meeting the demands of the markets here, there is a constant flow of food product and agricultural commodity reshipment to other Middle East countries, CIS countries, Iran, India and East Africa from Dubai.

2. The 2000 edition of ATO Dubai's American Food Directory will be available soon. This annual publication lists suppliers and importers of U.S.-origin food products to the GCC-5. Indexed by product, country and brand, it is an excellent, up-to-date reference for identifying potential agents, importers and distributors for your products in this region. Please let us know if you want a free copy.

3. The First Guide To Great American Casual and Quick Service Dining, a publication targeted at Dubai's tourist traffic as well as more affluent segments of the cities of Dubai and Abu Dhabi will be available by February 20, 2000.

3. Reports of Interest: Below is a list of recent post reports of possible trade interest:

- Exporter Guide For Doing Business in the GCC-5 ( TC9040, 12/14/99)
- Kuwait Retail Food Sector Report (KU9005, 12/08/99)
- Kuwait Annual Poultry Meat Report (KU9003, 9/14/99)
- UAE Retail Food Sector Report (TC 9038, 12/07/99)
- UAE Annual Poultry Market Report (TC9025, 8/16/99)
- Kuwait Honey Market Brief (KU9002, 7/21/99)
- UAE Fresh Fruits Market Brief (TC9024, 7/11/99)

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<sup>1</sup> ATO-Dubai covers Bahrain, Kuwait, Oman, Qatar and the United Arab Emirates

Please note that these and other ATO Dubai reports are available on the USDA/FAS web page at the following URL: [http://www.fas.usda.gov/attache\\_frm.idc](http://www.fas.usda.gov/attache_frm.idc)

To take part in the any of the activities you have read about in this report or for any questions you may have, please contact us as follows:

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